

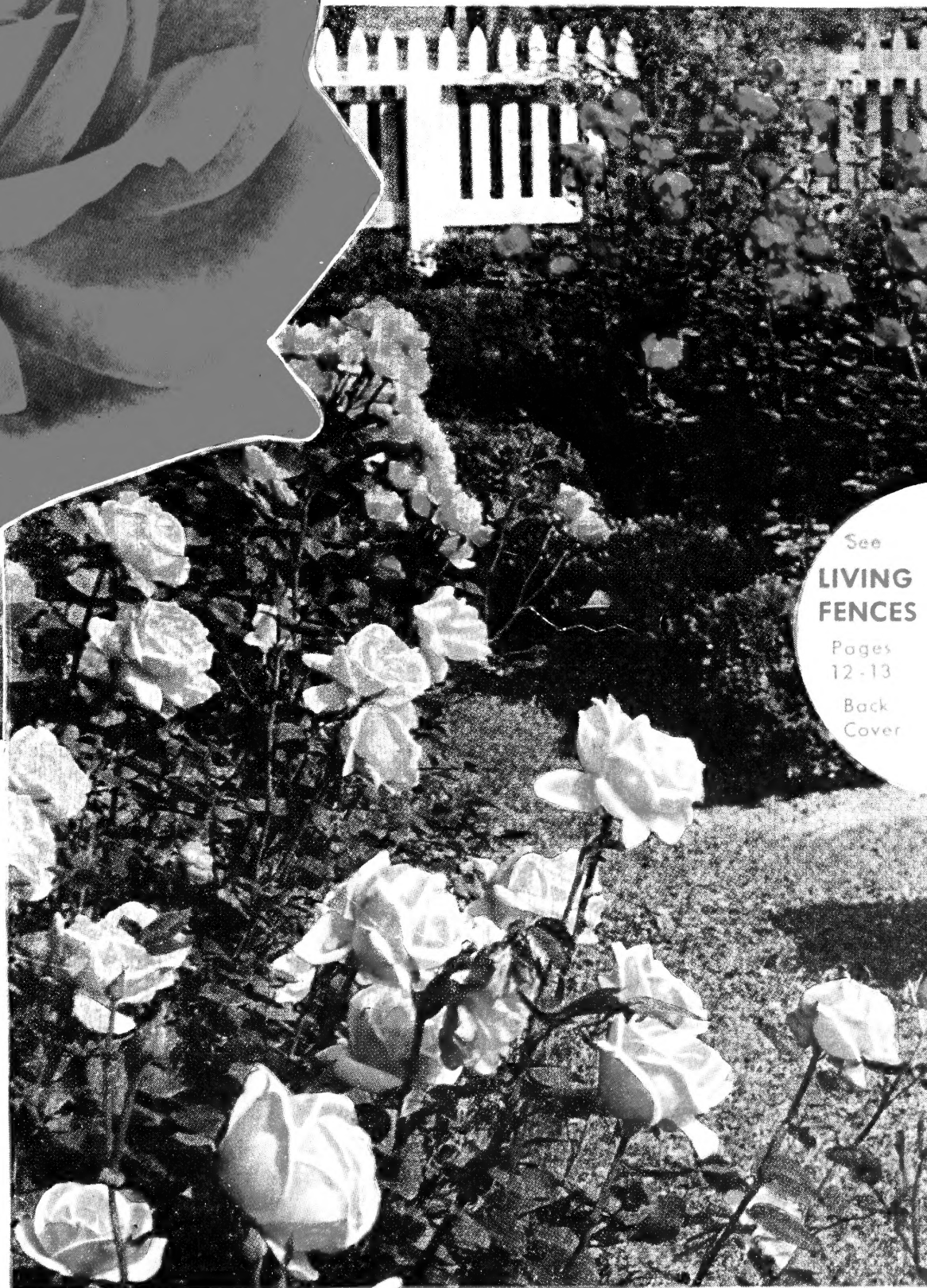
## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.





"Hello,  
There!" ★



ETOILE DE HOLLANDE  
A red rose that'll take your  
breath away! See page 3

## Spring 1951 Catalog

Roses  
Fruits  
Trees  
Shrubs

See  
**LIVING  
FENCES**

Pages  
12-13

Back  
Cover

For a garden just like this, see the Special Group Offer on the next page

ED SCOFIELD'S

# Geneva Gardens

GENEVA, N. Y.



# *FAVORITE*

*I Guarantee*

**SPECIAL  
GROUP**

PRESIDENT  
HERBERT  
HOOVER

ROSLYN

CHRISTOPHER  
STONE

PICTURE

CONDESA DE  
SASTAGO

GOLDEN  
DAWN



# HYBRID TEA ROSES!

*They'll Please You In Every Way*

## One Each of these 6 Roses

Shown in Color  
on Opposite Page

Just take a look at those 6 roses illustrated in color . . . Imagine each one of them 2 or 3 times as big as it is in the picture! And then imagine each bush just loaded with buds and blooms like those all summer long. Get them planted now and you'll have roses like these by the end of June with more practically every day all summer. Get your order in early so I'll be sure to have the plants for you.

**GROUP 1**

You Save 75c

**\$6.75**

Postpaid

### THESE ARE THE FAVORITES WITH EXPERIENCED GARDENERS EVERYWHERE

**AMI QUINARD** Intense dark crimson, almost deep as black velvet. Beautiful urn-shaped bud seems black; then opens to rich, deep crimson blooms of lovely form. Very profuse. Ami Quinard is a classic.

**CHRISTOPHER STONE** Brilliant, sparkling scarlet-crimson. Particularly profuse in its freedom of blooms all season. Very vigorous. One of the best.

**CONDESA de SASTAGO** The leading two-tone rose. Fiery-copper red inside of petals and rich yellow outside. A riot of rich unusual colors. Fragrant!

**ETOILE DE HOLLANDE** So perfect, it's the standard against which other red roses are judged. Superb deep color, strong fragrance and profusion of bloom have made this a favorite with everyone!

**GOLDEN DAWN** Very large rich yellow. Gorgeous buds are splashed carmine and open into enormous sunflower-yellow fragrant blooms.

**PRES. HERBERT HOOVER** An amazing blend of maroon and orange tones. Huge size, very profuse and richly perfumed. Considered the most brilliantly colored of all roses by experts from coast to coast.

**MRS. SAM MCGREDY** Scarlet-copper-orange flushed red. Another one of those beautiful big roses with an almost impossible blend of rich color. Fragrant.

**NEIGE PARFUM** Like a gorgeous big white peony. This is so rich in its lemon-verbena fragrance that it's recognized as the most fragrant of all roses!

**PICTURE** The finest clear pink, according to American Rose Society rating. Beautifully formed, medium-size, blooms continuously all season. Fragrant.

**POINSETTIA** Magnificent rich scarlet . . . like glowing fire-red. One of the finest red, red roses! Has very good form, fragrance, size and everything else that's desirable in a perfect rose for your garden.

**RED RADIANCE** Deep rosy-red . . . with all the fine qualities you'd ever expect to find in ONE rose!

**ROSLYN** Deep-golden yellow with darker shadings in the half-open bud. A rugged dependable performer; will give hours of garden pleasure all season.

Any of above, Postpaid \$1.25 ea.; 3 of same variety \$3.55

## SPECIAL DOZEN!

Get one each of the 12 varieties described on this page. You save \$1.50 on this Collection.

**GROUP 2**  
(Postpaid)

**\$13.50**

### *My Black and White Printing Saves you Money*

*It sure costs money to do things these days . . . and color printing is at the top of the list! I get cold chills when I think what it would cost to print this whole catalog in color. It sure would be pretty, but then most of you folks know what roses 'n apples look like!*

*The thing you want from Geneva Gardens is PLANTS . . . the biggest, best, strongest growin' plants you can get! That's the thing I'm concentrating on. I'd rather spend money on fertilizer and cultivation than to short change you on quality so I could afford colored printing. It seems to me too many folks waste money on fancy trimmings, and I just don't want to do that with my friends. That's why I'm sending you an inexpensive black & white printed catalog!*

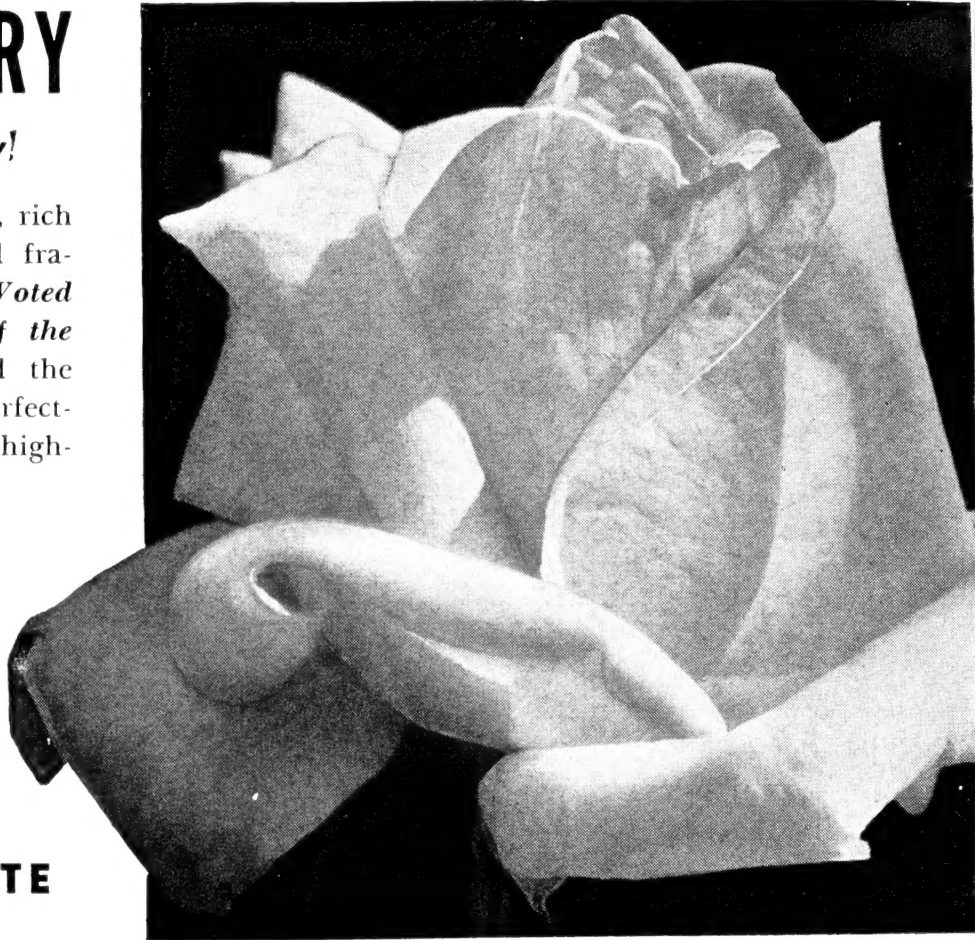
# ***Voted the Most Perfect Red Rose!***

## **CRIMSON GLORY**

***A Favorite with Everybody!***

Continuously in bloom with deep, rich crimson roses of glorious form and fragrance. No other rose can touch it! *Voted their Top Favorite by members of the American Rose Society.* Also voted the Most Fragrant. Deep red buds are perfectly formed; unfolding slowly into high-centered blooms of velvety crimson.

Crimson Glory is so rich in color; so perfect in form and size; so gracious with its delicious fragrance that it deserves a prominent place in every garden. Treat yourself and the family to several plants this Spring. (Pat. 105)  
\$1.75 each; 3 for \$4.95; 6 for \$9.90



### **TEN OTHER FAVORITE PATENTED ROSES**

*(Roses marked \* are winners in All-America Tests.)*

**\*CHARLOTTE ARMSTRONG** Deep, glowing rose-red. Enormous size... often over 6" across. Very vigorous and dependable for all season bloom. Pat. 455.

\$1.75 each; 3 for \$4.95; 6 for \$9.90

**\*DIAMOND JUBILEE** *The famous Jackson & Perkins Anniversary Rose!* Magnificent 5 to 6" blooms of warm glowing buff-orange produced rapidly. Heavy textured petals do not burn or fade. Pat. 824.

\$2.25 each; 3 for \$6.45; 6 for \$12.90

**ECLIPSE** *Most popular and most dependable of all golden yellow roses.* Particularly famous for long, graceful "streamlined" bud. Blooms profusely all season. Pat. 172.

\$1.75 each; 3 for \$4.95; 6 for \$9.90

**ENCHANTMENT** Ever see a peach-pink rose so big it didn't seem real? It was probably Enchantment. *6 to 7" blooms are the rule... and they're like that all season!* Pat. 737.

\$2.25 each; 3 for \$6.45; 6 for \$12.90

**\*FORTY-NINER** Very spectacular! Inside of petals vivid red, and outside of petals a chrome-yellow. *One of the brightest of all roses.* Extremely vigorous. Pat. 792.

\$2.25 each; 3 for \$6.45; 6 for \$12.90

**\*K. T. MARSHALL** Warm glowing pink of perfect form and luxuriant, rich growth. Dependable performer week-in-and-week-out. Very likely to become one of your favorites. (Its one of mine!) Pat. 607.

\$1.75 each; 3 for \$4.95; 6 for \$9.90

**MANDALAY** *Largest of all yellow roses; blooms over 6" across... gigantic beauties!* The clear, pure gold never fades. Pat. 775.

\$2.25 each; 3 for \$6.45; 6 for \$12.90

**NEW YORKER** Known to many as "*The BEST Red Rose of All Time*"... *and it really is that good!* A red, red rose that never fades. Blooms always clear and sparkling; often 6" sometimes more! Pat. 823

\$2.25 each; 3 for \$6.45; 6 for \$12.90

**\*PEACE** The Most Beautiful Rose in The World! (Complete description page 26; full color illustration on back cover.) See the **NEW CLIMBING PEACE** on page 10.

Bush or Climber... \$2.25 each; 3 for \$6.45

**ZULU QUEEN** *The darkest and blackest of all red roses!* A striking deep maroon, almost black in its center. Not unusually profuse, but very satisfactory. Pat. 363

\$2.25 each; 3 for \$6.45; 6 for \$12.90

*Leading Varieties of  
Patented Roses*

*7 Piece Spring Planting Special! !*

New Yorker, Crimson Glory, Peace,  
Enchantment, Diamond Jubilee, K. T.  
Marshall, Forty-niner

**GROUP 4** Postpaid **\$13.95**

## ***All The Above Roses Shipped Postpaid!***



# YOU MUST BE COMPLETELY SATISFIED

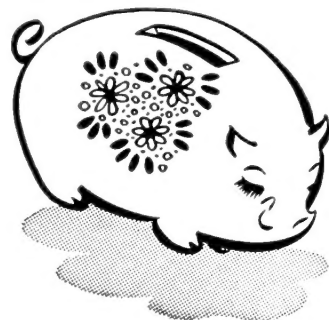
OR I WON'T KEEP A DIME!

## ***Here's My Guarantee In Writing***

I can help and serve you just as if we were next door neighbors. You'll be completely satisfied with each and every plant you purchase from Geneva Gardens, or I won't keep your money. The only thing I want is to help you make your garden more beautiful...more fruitful...than you ever dreamed it could be! For years and years I've worked with plants and I know how to grow them, how to select them and how to ship them. All I ask is a chance to be of service...and to prove that I mean it when I say that you must be completely satisfied in every respect. I've picked out for this catalog only the most dependable plants...the ones that really grow well for folks like you and me. If you haven't ordered from Geneva Gardens, then you don't know how fine plants can really be, or what fun you can have by dealing with a nursery by mail.

*Ed Scofield*

## **Here Are My Personal GET ACQUAINTED OFFERS To Prove My Guarantee**



**SAVE \$\$\$**

You can count on a good deal every time you order from Geneva Gardens! I'm operating one of the best nurseries in the country so you really get your money's worth. I don't want to get rich quick...it's more fun to give you real value in bigger, better prettier plants.

### **5 ROSES VOTED BEST IN U.S.A.**

I want you for a life-long customer and friend. That's why I'm making this fabulous offer. 5 glorious favorites of the American Rose Society...a \$6.25 value for only \$4.95 postpaid. This is a terrific saving and 5 of the best roses you can buy at any price. The 5 favorite roses are Etoile De Hollande (Red), Golden Dawn (Yellow), Picture (Pink), McGredy's Ivory (White), and Mrs. Sam McGredy (Two-tone).

**GROUP 10** **\$4.95**  
postpaid

Only one group allowed to a customer.

### **GET ACQUAINTED DWARF FRUIT COLLECTION**

Here's an equally terrific saving on Dwarf Fruit trees. These are the favorite varieties in the "hard-to-get", faster-bearing Geneva-grown Dwarf trees. One McIntosh Apple and one Bartlett Dwarf Pear tree, each 3 1/2'-4 1/2' A \$6.90 value for only

**GROUP 11** **\$5.75**  
postpaid

Sorry, only one group allowed to a customer

**LIVING FENCES . . . . HEDGE OF 1000 USES** See pages 12-13



# These **EVERBLOOMING** Hybrid

## *Just About*



**E. G. HILL** (above) A Brilliant, Spectacular Scarlet-Crimson. Never fades or turns blue, but instead becomes deeper and deeper as the lovely blooms open. Remarkably profuse too! Its dazzling color and masses of blooms make this a top variety wherever fine roses are grown.

**EDITOR McFARLAND** Deep, clear pink. Named in honor of America's greatest rose grower, and a fitting tribute to his beloved memory. Considered by many to be the finest deep pink rose in the world.

**EDITH NELLIE PERKINS** Magificent! Orange-cerise and salmon, tinged with gold inside. Perfect buds open into unforgettable blooms of classic form. Fragrant; vigorous and blooms very freely.

**K. A. VICTORIA** Handsome, pure ivory-white. So beautiful and easy to grow that it has been a top favorite since 1891! Millions of plants sold in the past 60 years, and it's still going as strong as ever. What better recommendation could any rose have?

**TALISMAN** You probably know this one; it's a florists favorite when you buy cut roses. Glorious combination of orange-yellow and rose-red, with beautiful long, pointed buds and bright, showy blooms. The Fall bloom on Talisman is especially gorgeous.

**CALEDONIA** One of the best whites. The long handsome buds open into high-centered blooms of ivory, gradually changing to pure white. Very fragrant.

**DUQUESA DE PENARANDA** Intriguing orange-apricot, with deeper copper tones. You'll also love its fragrance, and you'll be absolutely amazed at its tall strong growth. Noted for its continuous blooms.

**ANY OF ABOVE POSTPAID**

\$1.25 ea.; 3 of same variety \$3.55

**ANY OF ABOVE POSTPAID**

\$1.25 ea.; 3 of same variety \$3.55



# Teas Give Your Garden Color All Season Long! *And What Color!*

**MARGARET McGREDY** Orange-scarlet to carmine-rose. Grows so vigorously that it's never without flowers from early June until hard killing frosts. Very, very good!

**McGREDY'S IVORY** Pure, lovely creamy-white. Very long, pointed buds open into beautiful high-centered blooms. Frequently a Blue Ribbon Winner.

**McGREDY'S SCARLET** Vivid, luminous rose-red with a bright scarlet sheen. Profuse in bloom; remarkable in size. Just one or two plants will perk up your whole garden and make it look like a million dollars!

**MME. JOS. PERRAUD** Warm, rich coppery-yellow tones. Swell exhibition rose. Perfect form, long stems and beautiful foliage. If you don't know this one, by all means try it!

**MRS. P. S. DU PONT** Another fine yellow, but this one is deep and golden. Known far and wide for its unusual vigor and remarkable profusion of blooms.

**ANY OF ABOVE, POSTPAID**  
\$1.25 ea.; 3 of same variety \$3.55

## All Color Rose Collection

A Gorgeous Assortment of Colors including **E. G. Hill** (red) **Sister Therese** (yellow), **Editor McFarland** (deep pink), **K. A. Victoria** (white), **McGredy's Scarlet**

**GROUP 5**  
**ALL FIVE PLANTS** *Only* **\$5.65**

## "A Swell Collection"

*I get more mail than you can shake a stick at tellin' me about the fun people get with this Special No. 5 Group. Try this because these roses will just about bloom their heads off for you! And color... you never saw a prettier color combination in your life.*



### SISTER THERESE

## SISTER THERESE

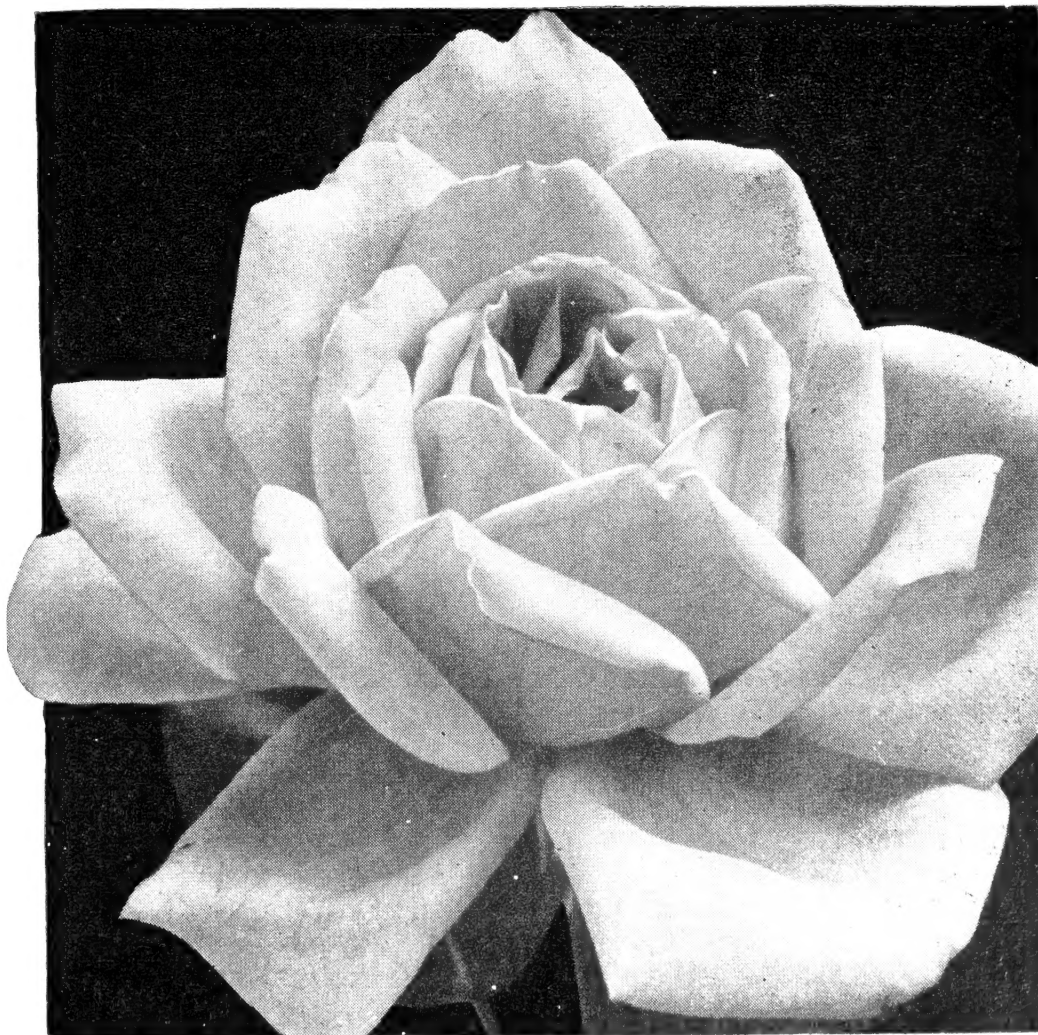
*(Illustrated right)*

This'll sure make your neighbors sit up and take notice. You never saw a prettier sight in your life than one of these bright yellow Sister Therese roses with the sun on it.

It's a bright sparkly daffodil-yellow with carmine hemstitching around some of the petals. Grows like the dickens and keeps bloomin' week-in and week-out from June right up until frost.

It's big too! Blooms frequently reach 5" across. The folks in the American Rose Society rate this one of their favorite yellows.

\$1.25 ea.; 3 for \$3.55



**GENEVA, NEW YORK**

# ALWAYS IN BLOOM.

*Floribunda Roses Covered with*



**PINOCCHIO** blooms so profusely...so lavishly, that it's absolutely beyond description! Each bush is covered with hundreds of salmon buds and soft clear pink blooms. Cluster after cluster, each loaded with dozens of these lovely roses, make every single plant a riot of color from June right through until frost. The above illustration is typical of what you may expect right in your own garden. Pat. 484

\$1.75 each; 3 for \$4.95; 6 for \$9.90



**BETTY PRIOR** Teeming with clear pink blooms in great broad clusters. Looks like Red Flowering Dogwood, but in an exceptionally large bush. This is my own favorite rose because it blooms freely all season no matter where you plant it. Use it as an ever-blooming giant shrub; to 5' tall. Pat. 340.

\$1.75 each; 3 for \$4.95; 6 for \$9.90

**CAMEO** Clusters of 2" clear orange semi-double blooms. Blooms freely all season. Vigorous plants average 24" high.

\$1.25 each; 3 for \$3.60; 6 for \$7.20

**ALL FLORIBUNDA ROSES SHIPPED POSTPAID**

**FASHION** Leads the 'Hit Parade' of new Floribundas. Clusters of warm, rich oriental-red buds open to exquisitely formed blooms of coral-pink brushed with gold. Graceful wavy petals and a striking golden center. So good it won All-America honors, plus awards from several foreign countries. Pat. 789.

\$2.25 each; 3 for \$6.45; 6 for \$12.90

## Outstanding Floribundas

5 Leading Patented Floribundas

FASHION, PINOCCHIO, RED  
PINOCCHIO, GOLDSLOCKS,  
SUMMER SNOW

**GROUP 6** *Only* **\$8.80**  
(Postpaid)

**ED**  
**SCOFIELD'S Geneva Gardens**



# .. June to frost!

## *Clusters like These...*

**CHATEAU** Scarlet-crimson, and covered with blooms from June right straight through to frost. Very double flowers produced in masses of strong rich eye-arresting color. \$1.25 each; 3 for \$3.60; 6 for \$7.20.

**ELSE POULSEN** Bright rose-pink; almost single. Produced in large, branching clusters. Very vigorous and erect; easy to grow. \$1.25 each; 3 for \$3.60; 6 for \$7.20

**FLORADORA** Unusual shade of scarlet-red, touched with orange-scarlet tones. Blooms shaped like camellias. Very popular. \$1.25 each; 3 for \$3.60; 6 for \$7.20

**GOLDDILOCKS** Bright, spectacular yellow. "Stardust refined to gold"... One of the best of the Floribundas. Clusters of well-formed blooms all season. Pat. 672. \$1.75 each; 3 for \$4.95; 6 for \$9.90

**KATHERINE ZEIMET** Enormous heads of perfect, tiny white blooms, like button chrysanthemums. Large clusters make a grand show in mass plantings and in hedges. \$1.25 each; 3 for \$3.60; 6 for \$7.20

**ORLEANS** Dazzling cherry-red with crushing masses of blooms day-in-and-day-out. You can rely on this for a real show! \$1.25 each; 3 for \$3.60; 6 for \$7.20

**PINOCCHIO** Look at the picture of this on page 8. And it actually blooms just like that! Pat. 484. \$1.75 each; 3 for \$4.95; 6 for \$9.90

**POULSEN'S YELLOW** Clear, vibrant yellow; small semi-double blooms on vigorous, tough plants. An old favorite! \$1.25 each; 3 for \$3.60; 6 for \$7.20

**RED PINOCCHIO** Can you imagine that robust, free-flowering Pinocchio in deep rich carmine-red? This variety is rapidly winning the honor of being the top-favorite red Floribunda. Pat. 812. \$1.75 each; 3 for \$4.95; 6 for \$9.90

**RED RIPPLES** Wavy petals and clear, bright red color. Great masses of blooms continue later in the season than most others. Very vigorous. \$1.25 each; 3 for \$3.60; 6 for \$7.20

**SUMMER SNOW** Heavy, full clusters cover the plant with pure white blooms throughout the entire season. Absolutely one of the best Floribundas for mass plantings, hedges and any other spot where you want a permanent color effect. Easy to grow, hardy, tough and disease-resistant...it has everything. Pat. 416. \$1.75 each; 3 for \$4.95; 6 for \$9.90

**ALL FLORIBUNDA ROSES SHIPPED POSTPAID**

## RAINBOW ROSE COLOR COLLECTION

*An Amazing Array of 6 Bright Colors!*

Orleans (*cherry-red*), Else Poulsen (*rose-pink*), Red Ripples (*bright red*), Golden Salmon (*orange-salmon*), K. Zeimet (*pure white*), Poulsen's Yellow (*lovely clear yellow*)

**GROUP 7**

(Postpaid)

*Only* **\$7.15**



**GOLDEN SALMON** Blooms like the above in dazzling orange-salmon. A rose that you will love more and more as you observe its masses of blooms in your own garden next season. Very tough and easy to grow. Four or 5 plants in a group make an amazing display even in large gardens. \$1.25 ea.; 3 for \$3.60; 6 for \$7.20



**IDEAL** Dark, scarlet-red...shaded with black. A profusion of these deep, rich blooms produced constantly in immense, compact bunches. Loosely semi-double. Plants you order now will never be without color from June to October.

\$1.25 ea.; 3 for \$3.60; 6 for \$7.20

*Leading Favorites - Shipped to you Postpaid*

# CLIMBING ROSES

TO DRAPE ON FENCES, PORCHES, PILLARS



## PAUL'S SCARLET

**PAUL'S SCARLET CLIMBER** Clusters of brilliant scarlet blooms like those above completely cover the plant from top to bottom. Most popular and reliable of all red climbers. A solid sheet of blazing scarlet that doesn't fade; remains clear and brilliant throughout the long life of the blooms. Unquestionably the most popular and most widely planted of all climbing roses.

\$1.25 each; 3 for \$3.60; 6 for \$7.20

**BLAZE** Bright scarlet blooms, just like Paul's Scarlet (above). Some plants re-bloom in August and September after they've become well established. Pat. 10.

\$1.50 each; 3 for \$4.30; 6 for \$8.60

**AMERICAN BEAUTY** (*Climbing*) Fragrant, double rosy-carmine. \$1.25 each; 3 for \$3.60

**DR. VAN FLEET** Lovely pale pink; huge, perfectly formed blooms. Lots of flowers.

\$1.25 each; 3 for \$3.60; 6 for \$7.20

**PRIMROSE** Covered with large yellow blooms for a month. Warm, rich color. Very hardy. \$1.25 each; 3 for \$3.60

**TALISMAN** (*Climbing*) The famous Talisman in climbing form. Glorious combination of orange, yellow and rose-red. Blooms freely and persistently, but needs winter protection: \$1.25 each; 3 for \$3.60



## CLIMBING PEACE

This picture doesn't even half show this fabulous rose! The big, husky plants are absolutely covered...drenched...bursting with Peace Rose blooms. They're each 5 to 6 inches across; just as beautiful as the Hybrid Peace pictured on the inside back cover of this catalog. (Climbing Peace needs some Winter protection in very cold areas.) Pat. 932

\$2.25 each; 3 for \$6.45; 6 for \$12.90

### *Everblooming Varieties*

**ALOHA** Gorgeous new deep pink. Masses of enormous blooms cover the large plant in June; blooms all summer. Pat. 948.

\$2.75 each; 3 for \$7.85

**CRIMSON GLORY** (*Climbing*) Magnificent deep crimson blooms of perfect form. Just as beautiful as its famous namesake. Needs winter protection. Pat. 736.

\$2.25 each; 3 for \$6.45

**NEW DAWN** Apple blossom pink. Blooms profusely in June, and re-blooms all season.

\$1.50 each; 3 for \$4.30





# Everblooming GIANT SHRUB ROSES

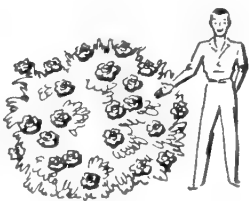
*Only* \$1.25 EACH

(SHIPPED TO YOU POSTPAID)

*You'll Get Blooms All Season  
from*

*These Amazing*

**GIANT  
SHRUB ROSES**



**GRUSS AN TEPLITZ** Enormous scarlet-red blooms like the one above (only much bigger!) cover the giant 6' plants all season. As a matter of fact, the blooms are actually in huge open clusters! Has been a favorite among experienced gardeners for 54 years. They say, "Gruss An Teplitz stays, and stays, and stays. Absolutely the best of all roses for bold, striking garden decoration ... You've never seen anything like it in your life!" A giant not only in size, but in color, vigor and beauty as well!

\$1.25 each; 3 for \$3.60; 6 for \$7.20

**BELLE POITEVINE** Bright, shaggy pink blooms in clusters all season! Very artistic irregular shape of the deep pink roses give this a peculiar charm you'll be completely amazed at. Nothing else like it.

\$1.25 each; 3 for \$3.60; 6 for \$7.20

**FRAU KARL DRUSCHKI** A classic among white roses! Practically an everlasting flowering shrub the way it grows bigger and bigger year after year. Magnificent perfectly formed snow white blooms surpass anything else you've ever seen. Re-blooms frequently.

\$1.25 each; 3 for \$3.60; 6 for \$7.20



*Bargain Collection . . .*

## **GIANT SHRUB ROSES**

*One Each of Five Everblooming Giants*

- F. J. Grootendorst.....(red)
- Pink Grootendorst.....(pink)
- Frau Karl Druschki.....(white)
- Belle Poitevine.....(bright pink)
- Gruss An Teplitz.....(scarlet-red)

*(Don't let the names scare you!)*

**GROUP 8** *Only* \$5.95  
(Value \$6.25)

**F. J. GROOTENDORST** Bright red clusters like those above, sparkle in a continuous show of eye-arresting color from Spring right through until Fall. My plants are well over 6' tall, and they are just about covered with blooms whenever I look at them. You can't beat this for hardiness and vigor. Plant some in your garden this Spring.

\$1.25 each; 3 for \$3.60; 6 for \$7.20

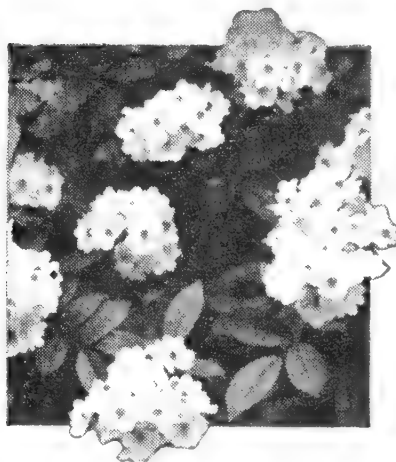
*(Be sure to see the Pink Grootendorst illustrated in color on the back cover)*

*Gardens — Factories — Schools —*

# LIVING FENCES

Beautify and Protect Your Property with These  
*Amazing* **MULTI-FLORA ROSES**

**KEEP OUT DAMAGE, NOISE AND TROUBLE!**



The lovely pinkish white blooms that will completely cover your Living Fence in June. These are followed by bright red berries in the Fall.

Here's the whole story on the much talked about Ed Scofield Living Fences...the toughest, fastest growing hedge in the world! It's a plant that actually makes a dense, impenetrable screen in just a few months. Yet they're beautiful. Covered with roses in June; loaded with red berries in the Fall; green and full right to the ground all season. The most beautiful, inexpensive "fence" you can buy...and it needs absolutely no special care!

**EASY TO PLANT; STAYS THE SIZE YOU WANT IT**

These vigorous, husky plants of mine don't demand any special soil or location. Just plant them 18 inches apart and the plants do all the rest. You'll have your own 3 to 4 foot Living Fence in just a few months. Trim lightly with hand clippers if you want the hedge low and broad; trim only the sides if you want your Living Fence to become 5 or 6 feet tall. Then one or 2 trimmings a year keeps it that size.



The fence that mends itself! Grows like this in any soil, several feet high in just a few months.

# Farms — Parks — Game Preserves

## ...SO DENSE NO PERSON OR ANIMAL CAN GET THROUGH!

### IDEAL FOR BOUNDARIES, YET NO OFFENSE TO NEIGHBORS

All your friends and neighbors will rave about your gorgeous Living Fence with its profusion of roses and red berries. So rich and green that no matter where you plant it, no matter how tall you let it grow, how dense it becomes...everyone will only admire and praise. Yet you'll have more privacy and more protection than you could get even from a brick wall!

### GROWS VIGOROUSLY ANYWHERE... IN ANY SOIL

*My special strain of Multi-Flora Rose thrives and grows fat on poor soil, cold weather and lack of care. It will flourish where other plants wither and die.* I guarantee that if your soil is good enough to grow a healthy crop of weeds, these Ed Scofield Living Fence plants will grow and flourish beyond your wildest expectations. Just set the plants carefully with the roots well spread out, cover them with finely pulverized soil and water thoroughly. Then simply trim the new growth to keep the plants compact. It'll be thicker, more dense and more impressive each year.

### RECOMMENDED BY U. S. DEPT. OF AGRICULTURE

Multi-Flora Roses are so tough and hardy they're officially recommended to take the place of barbed wire fences on farms. Once established, a Living Fence will keep horses, cows, sheep, goats or pigs inside a pasture lot. Intruders can't get in; animals can't get out. Also recommended by the U.S. Soil Conservation Service and by many State Conservation Departments. A farm fence that actually mends itself...prevents soil erosion, provides feed and cover for game birds.

### ECONOMICAL PLANTING FOR FACTORIES AND INSTITUTIONS

Factories and Institutions all over the country have planted Living Fences to beautify and protect their property. Nothing can hurt these tough, fast growing boundary plantings, yet they'll do the same job as an expensive wire fence...and do it better! Smoke resistant...dirt resistant...disease resistant, it grows under almost any condition, always making a dense tangle that absolutely keeps out intruders.

### HEAVY 15 to 18" GUARANTEED PLANTS SENT TO YOU PREPAID

*Selected Top Quality Ed Scofield Multi-Flora Roses*

10 plants - \$2.75	25 plants - \$5.25
50 plants - \$9.85	100 plants - \$19.65
500 plants or more - \$17.75 per 100	

### CARE OF LIVING FENCES

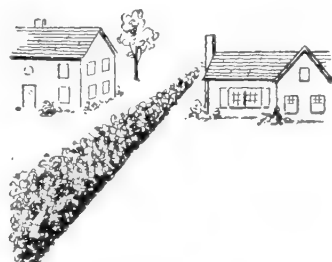


Anyone can plant and care for these amazing Living Fences of mine! Simply plant them as you would a rose bush or anything else; provide a little fertilizer and plenty of water to get them started. Occasional trimming keeps your Living Fence within whatever size you want.

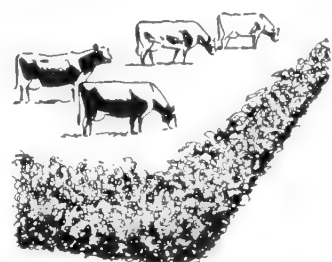
### HEDGE OF 1000 USES



Garden Privacy



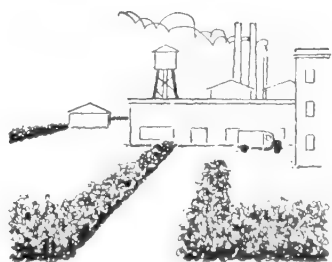
Boundary Lines



Farm Fencing



Game Conservation



Factory Landscaping



*"Dear Ed," {People Keep Writing Me.}*

*"I'm really fonder of my TREE ROSES  
than almost anything else in my garden."*



**Admire and Sniff  
Without  
Bending Over!**  
Regular hybrid tea  
roses are grafted on  
to a 42" stem. The  
head of these tree  
roses is 4' - 5' above  
the ground.

**Order Your Favorite Color  
Red - Yellow - Pink - White**

**Only \$6.75 Each**  
POSTPAID

**Any 2 for \$13.00**

Specify the color or colors you want and I'll send you the choicest plants to thrive and bloom in your garden next June. Supply limited. Let me know the color you prefer and send your order in at once.

# TREE ROSES

**Red-Yellow-Pink-White**

**Guaranteed to Bloom This Year!**

Richer color... enormous blooms, better form, lovelier buds! You'll get the most beautiful roses you've ever seen in your life from these magnificent tree roses of mine. One customer told me that his tree roses were so beautiful that they were worth \$25.00 a piece to him. That's no exaggeration either because the blooms you get on tree roses are absolutely unequaled in any respect. If you like roses and want to see perfection for color, form and size, then plant tree roses this Spring.

## **EASY TO GROW—BEAUTIFUL ANYWHERE**

They'll grow and bloom just like a bush rose except that the flowers are more beautiful. Tree roses don't require any special care or attention...yet their superb beauty and striking appearance will take your breath away. Tree roses fill a very special place in any garden large or small. No matter where planted, no matter how used, even one tree rose will make the most beautiful garden seem more beautiful...will make an ordinary back yard seem like an estate.

*In addition to ordering by color,  
here are two Special Tree Roses  
that you can order by named variety.*

## **PEACE**

While they last you can get the magnificent Peace in tree rose form. Imagine those gigantic 5"-6" golden yellow blooms in stately tree rose form. Guaranteed to bloom in June if you order early (this is a very special and rare plant so it's higher priced than ordinary tree roses.)

\$7.50 ea. postpaid.

## **NEW YORKER**

Known as the best red rose of all time, the New Yorker is a huge deep velvety red hybrid tea. Blooms constantly and the color never fades. A New Yorker tree rose is undoubtedly one of the rarest and most beautiful plants in the world.

\$7.50 ea. postpaid.





ED SCOFIELD'S

# Geneva Gardens

CARTER ROAD • GENEVA, N. Y.

SPRING'S COMIN'! ... NOW'S THE TIME TO  
DO SOMETHING ABOUT THAT GARDEN OF YOURS!

This catalog's jam-packed full of pretty roses; it's got more fruit than a fruit cake! Every page is crammed with one gorgeous plant after another, and they're all just itchin' for a cozy spot in your garden.... a spot where they can bloom their pretty heads off for you this summer.

Right here in this one catalog, you'll see everything you need to make your whole yard a real 'showplace'.

And...You're Sure Of Getting Satisfaction!

Although I don't have a big, fat catalog with lots of colored pictures, I DO HAVE THE STRONGEST, HEALTHIEST ROSES AND PLANTS YOU CAN BUY ANYWHERE! And I'll guarantee you the fairest, squarest treatment you'll get from any nursery.

I honestly want to help you just as if we were next door neighbors. I'll make your garden more fruitful, more colorful, than you ever imagined it could be! Every plant you order from Geneva Gardens will satisfy you completely, or I won't keep a dime of your money. That's how sure I am you're going to be pleased!

It'll Pay You To Go Through This  
Catalog Of Mine Page-By-Page.....

H.T.ROSES You'll find all the BEST ones right here in this catalog. The old favorites, the newest ones, all of 'em!

(over)

FLORIBUNDA  
ROSES

These wonderful EVERBLOOMING, cluster-type roses can't be beat for color all season. I know 'em all, the best varieties are here on pages 8 & 9.

GIANT SHRUB  
ROSES

Imagine a 4 foot bush that's just covered with 'king-size' roses all summer! You'll find 'em on p. 11.

LIVING  
FENCES

Thousands of satisfied customers could tell you how these marvelous Living Fences help beautify and protect their property. See pages 12 & 13.

DWARF  
FRUIT  
TREES

The finest Dwarf Fruit Trees in the world come from Geneva, N. Y. Read all about them on pages 18 & 19.

But .....HERE'S THE MOST IMPORTANT PART!

It's hard to grow fat, healthy plants like mine. I've got just so many, and when they're gone I can't get any more this season! Orders are starting to pour in here already . . . and there'll be more and more orders coming as the Spring planting season gets nearer. I'll probably have more orders than I can possibly take care of. It just breaks my heart to turn down anybody, but that's the way it is, and all I can do is ask you to "Hurry!"

Get your order in here FAST, and I promise  
YOU won't be disappointed. Better do it right  
now . . . . . do it TO-DAY!

Happy gardenin',

*Ed. Scfield*

S 51

# ORDER BLANK

## ED SCOFIELD'S

# Geneva Gardens

**CARTER ROAD • GENEVA, N. Y.**

Date \_\_\_\_\_

Name \_\_\_\_\_

PLEASE PRINT PLAINLY

Street or R. F. D. \_\_\_\_\_

Post Office \_\_\_\_\_ State \_\_\_\_\_

**Express Office if not  
the same as Post Office**\_\_\_\_\_

**Amount Enclosed \$**\_\_\_\_\_

☐ **Check**  
☐ **M. O.**

## Order Early

**Send remittance in full with your order**

Quantity	Do not use this column	Varieties Ordered	Cost	
		Total this column	\$	.....

Total this column \$ . . . . .

## ORDERING INSTRUCTIONS ON NEXT PAGE

**SEE REVERSE SIDE OF ORDER BLANK FOR ORDERING INSTRUCTIONS**

**TEAR CAREFULLY ALONG LINE**

Quantity	Do not use this column	Varieties Ordered	Cost	
Total enclosed			\$.....	.....

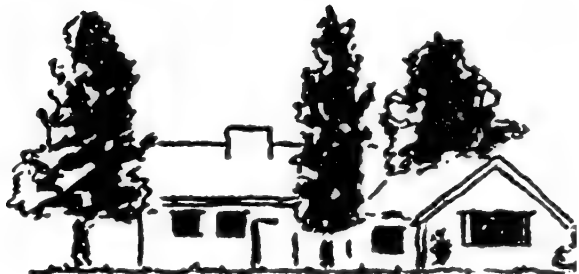
A few varieties may be sold out late in the season. As a convenience for you, I will substitute similar varieties of equal value when necessary. If you do NOT want this service, please check here . . . . . ☐



*Please Read Following*  
**TO BE SURE YOUR ORDER IS FILLED PROPERLY!**

1. Print your name & address plainly
2. Give name and size of plants you order
3. Do not write notes or send any questions on this order blank. Use a separate sheet of paper, and put your name & address on it too.
4. I'll send your order at the proper planting time for your locality





# Geneva-Grown SHADE TREES

## On Those Hot Sweltering August Days How Are *You* Fixed For SHADE?

**GOLDEN WEeping WILLOW**...Fastest growing tree of all...grows as much as 5 or 6 feet in a single year. Unequaled for quick shade... immediate effect...gorgeous beauty over night! Prominent and striking no matter how or where used. You can't beat this tree to provide shade in barren, open hot places. Long slender branches "weep" down to the ground in sweeping grace. Very vigorous...grows anywhere, but prefers moist ground. 6'-8' trees \$2.95 ea.; 3 for \$8.45

**CHINESE ELM**...Another particularly fast growing shade tree. Strong, up-right trunk and large, well-shaped head; resembles other slower growing shade trees, but the Chinese Elm grows much faster...gives you a quicker effect than other Elms or Maples. Here's a quick easy way to beat the heat...cool your home...install your own air conditioning simply by planting a few of these fast growing trees where they'll shade your house. They'll lower the summer temperature as much as 10 or 15 degrees. Also increases the value of your property by many times the moderate cost of the trees. The Chinese Elm is very hardy and vigorous; not at all particular to soil and exposure. 6'-8' trees \$2.50 ea.; 3 for \$7.15

**LOMBARDY POPLAR**...Most dramatic and prominent of all trees... Very tall and slender, but completely solid with many upright branches and handsome, shiny foliage. Ultimate height 80-100 feet. Excellent for tall hedges, windbreaks, screens. Grows very rapidly! 6'-8' trees...\$1.35 each; 3 for \$3.85; 6 for \$7.70

**WHITE BIRCH**...Loveliest of nature's gems...beautiful, delicate, lovely in any setting, any location. The snow white bark and the rich green foliage of the White Birch tree gives it a charm and character unlike anything else. Of course, the Birch is a slender, delicate tree, but its shiny white bark with finely etched lines of black make this a thing of rare beauty and distinction.

6'-7' Standards (single stem) \$4.75 ea.; 3 for \$13.50

6'-7' Clumps (3 stems) \$6.50 ea.; 3 for \$18.50

**SILVER MAPLE**...Fastest growing of all the maple trees. Foliage silvery underneath. Very satisfactory where quick effect is needed. Gets to a height of 50-60', but they break easily when they're big. 6-8' trees...\$2.49 each; 3 for \$6.75

**EUROPEAN LINDEN**...Grows slowly and steadily, to become one of the most stately and richest of all shade trees. Broad, dense trees 50-60 ft. tall not uncommon. Small, dark glossy foliage. 6-8' tree...\$5.00 ea.

**EUROPEAN MOUNTAIN ASH**...Somewhat small trees covered with clusters of flashy orange berries from August to frost. Very decorative and ornamental, but attains a height of only 25'. 6-8' trees...\$4.00 ea.

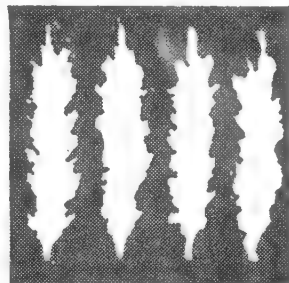
**PIN OAK**...Fastest growing of all oaks. Very symmetrical, well-balanced shape...almost like a giant cone. Branches very angular, tight and close together. Main branches come out straight from the trunk. Gorgeous coppery red in Fall. Ultimate height 50-60 ft.

6-8' trees...\$6.00 each

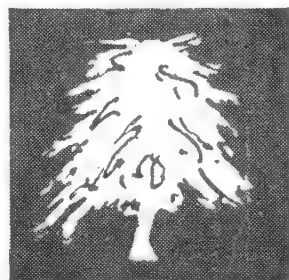
**NORWAY MAPLE**...Compact, well-shaped maples of steady, regular growth. Dense, rich foliage; gorgeous fall coloring. 6-8' trees...\$4.00

**SUGAR MAPLE**...When artists want a stately shade tree, they invariably paint Sugar Maples. Broad, massive heads of interesting, slightly irregular shape. Eventual height 50-60'. 6-8' trees...\$4.00 ea.

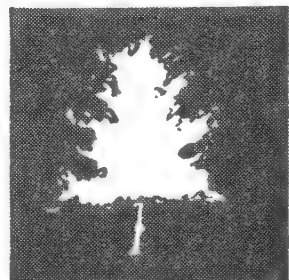
*These trees are too big to ship by parcel post.  
They'll be sent express collect.*



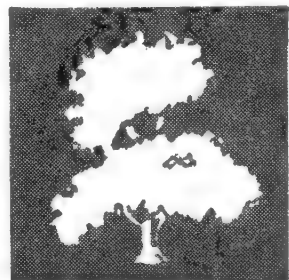
**Lombardy Poplar**



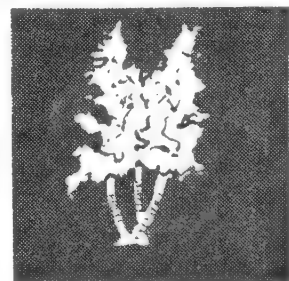
**Weeping Willow**



**Chinese Elm**



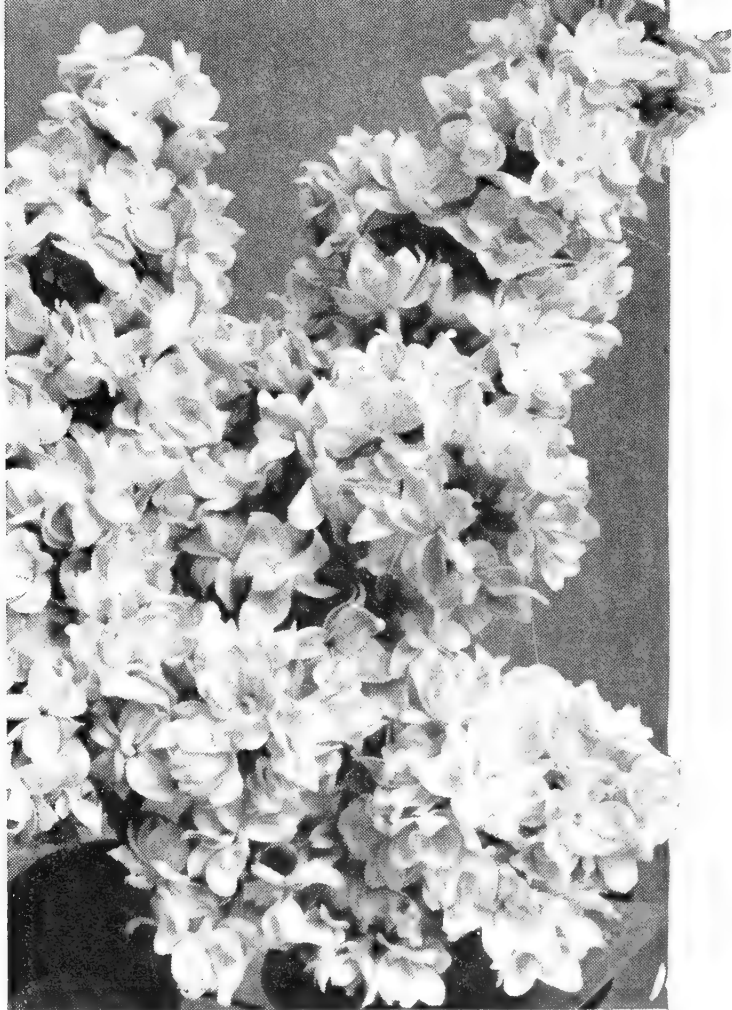
**Silver Maple**



**White Birch**



**European Linden**



#### FRENCH LILACS (*Giant Hybrids*)

**DOUBLE RED...**(Chas. Joly) You've never really seen lilacs if you don't have this! Deep, dark reddish purple masses cover the full, rich plants. Each bloom is bigger than your fist...made up of hundreds of individual double florets 1/2 inch across!

**DOUBLE BLUE...**(*President Grevy*) Soft blue-violet in large clusters. A great favorite.

**DOUBLE WHITE...**(*Mme. Casimir-Perier*) Very large, compact clusters of purest white.

**DOUBLE LAVENDER...**(*M. Buchner*) Pinkish-lilac in breathtaking masses.

Husky 18 to 24" plants — Any of above  
\$1.80 each; 3 of same variety \$5.15



# These

## "You Need Privacy,

Folks who have the prettiest gardens use lots 'n lots of these gorgeous Flowering Shrubs. They'll make your whole garden blaze like a three alarm fire if you pick out a real good assortment. Get them in the ground this Spring for quick results.

**ALMOND, Double Pink...** Completely covered with small button-like rosettes of pale pink in APRIL and MAY. \$1.65 ea.

**BEAUTYBUSH...** Becomes an enormous 6-8' shrub; completely covered by arching branches laden with pale pink blooms. Blooms MAY and JUNE. \$1.65 ea.

**BUTTERFLY BUSH — WINE RED** (DuBonnet) *Amazing 12" spikes constantly thru July, August and Sept. Always in bloom, always a glorious sight!* \$1.10 ea.

**BUTTERFLY BUSH — CLEAR PINK** (Charming) The same gorgeous spikes as above, but in a delicious clear pink. One of most reliable everblooming shrubs. \$1.10 ea.

**DEUTZIA Double-Pink...** Large, beautiful 6-8' plants covered with small double pink blooms in JUNE and JULY. \$1.10 ea.

**HONEYSUCKLE — RED...** Large, vigorous; plants often 8-10'. Blooms May. \$1.15 ea.

**HYDRANGEA Pee-Gee** Huge white cone-shaped flower heads turn pink. Showy from July until October. Very vigorous. \$1.50 ea.

**HYDRANGEA — HILLS OF SNOW** Wiry bush, 3-4' high covered with enormous heads of pure white blooms. \$1.50 ea.

### ALL SHRUBS SHIPPED TO YOU POSTPAID



#### RED FLOWERING QUINCE

Masses of brilliant scarlet clusters cover plant in early spring. One of the most dazzling sights in the world!

\$1.15 ea.; 3 for \$3.30



#### DWARF RED SPIREA

Broad flat blooms of red cover the low plant all summer. Grows well even in poor locations. Only 3-4' in height; very useful for low masses.

\$1.15 ea.; 3 for \$3.30



#### SPIREA VAN HOUTTE

By far the most popular and most widely planted shrub in America. Arching sprays of pure white blossoms cover the whole plant in Spring.

\$1.15 ea.; 3 for \$3.30

# Flowering Shrubs Are "TOPS!"

## Lots of These Around for Color and Garden Beauty!"

**MOCK ORANGE** *Most deliciously fragrant of all plants!* Pure white, single blooms just like orange blossoms...plus that heavenly fragrance! Grows to 10'; very vigorous. Blooms in JUNE. \$1.10 ea.

**MOCK ORANGE — Double**...Huge semi-double blooms 2" across; in such profusion they weigh down every branch. Pure glistening white seems to glow. Scattered blooms all summer. \$1.65 ea.

**PUSSY WILLOW — Giant French** Lovely, soft catkins like pearl-grey down cover the 10' bush in early Spring. Thrives everywhere. \$1.15 ea.

**ROSE OF SHARON** (Althea-Hibiscus), Erect shrubs like small trees. 10 to 12' specimens not unusual. *Every branch covered with prominent 3 to 4 inch blooms of brightest colors in late July, August and Sept.* Very vigorous, hardy and disease-free.

**DBLE RED** Striking, deep color.

**DBLE BI-COLOR** Dble white, red "eye".

**DBLE WHITE** Pure white. Very showy.

**DBLE PINK** Clear, sparkling pink.

**DBLE PURPLE** Double purple blooms.

Any of above \$1.15 ea.; 3 of same variety \$3.30

**ROSE TREE OF CHINA** Gorgeous 8-10' shrub resembling a small tree. Double bright pink blossoms stud every twig in April and May. \$1.65 ea.

**SMOKE TREE** Bushy, 15' plant covered with handsome foliage and showy flowers. Seems to be covered with a film of purple smoke. \$1.75 ea.

**SPIREA — PINK** Tall spikes of deep pink blooms in July and August. Vigorous, hardy 4-5'. \$1.10 ea.

**SWEET SHRUB** The widely-loved Strawberry Shrub, still a favorite after 60 years. Deep, deep red blooms 2" across have remarkable spicy fragrance. Fragrance of strawberries. \$1.65 ea.

**WEIGELA, Dwarf RED** In May and June, a mass of crimson, bell-shaped blossoms. Very showy and attractive; 3-4' tall. \$1.65 ea.

**WITCH HAZEL** An amazing shrub or small tree nearly 20' high. Delicate yellow flowers appearing in late October and November! \$1.50 ea.

**ALL SHRUBS SHIPPED POSTPAID**

### Bargain Collection of Favorite Flowering Shrubs

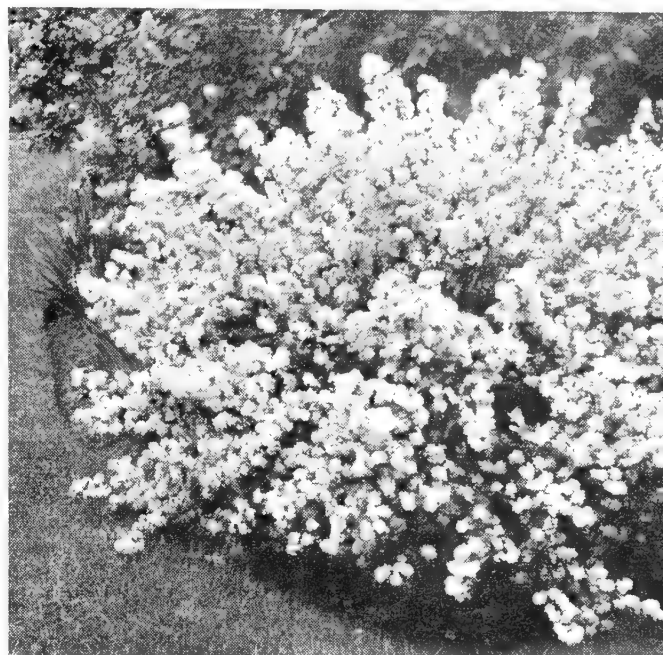
6 Leading Shrubs for Spring Planting  
Red Hybrid Lilac, Bridalwreath, Forsythia,  
Red Flowering Quince, Dwarf Red Spirea,  
White Spirea (6 varieties illustrated)

**GROUP 9**

(\$7.55 value)

Only \$7.20

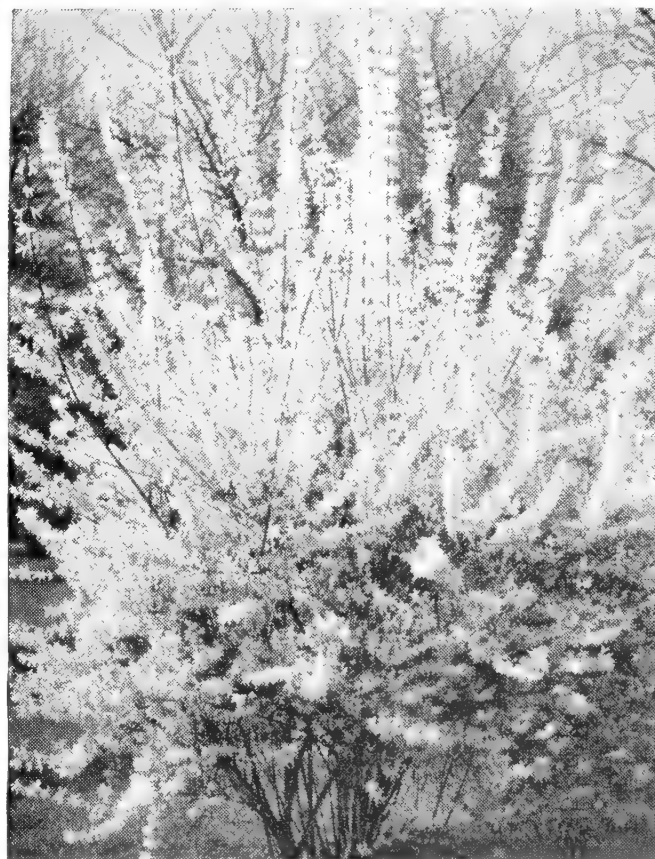
(Postpaid)



**True BRIDALWREATH**  
(*Spirea prunifolia*)

Tiny, button-like blossoms of purest white completely cover the large plant. Each and every slender arching branch is covered right to the tip.

2/3' plants \$1.15 ea.; 3 for \$3.30

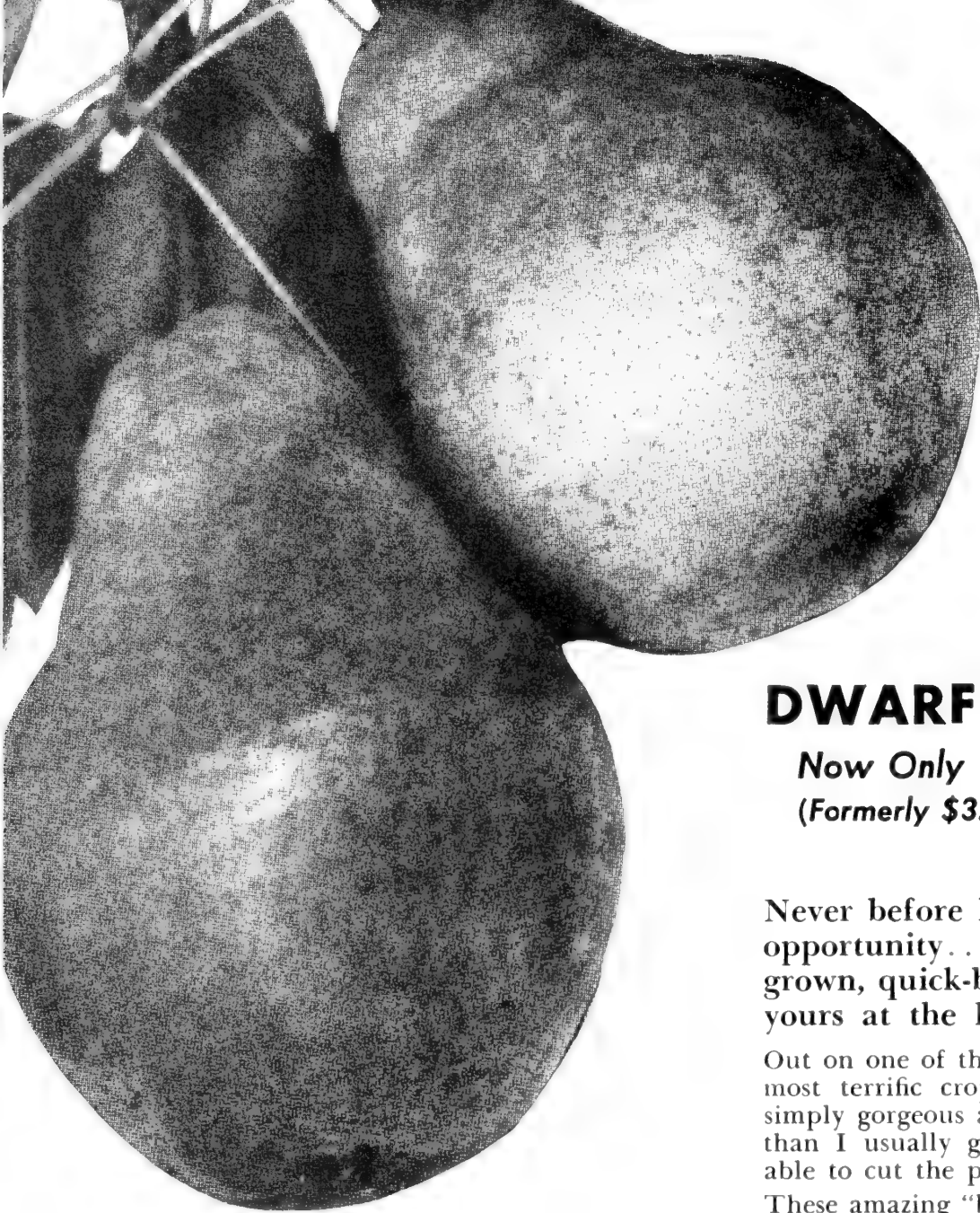


**FORSYTHIA (GOLDEN BELL)**

First golden flower of Spring! Millions have been planted, but they're still everybody's favorite. Covered with bright yellow before the leaves appear.

2/3' plants \$1.15 ea.; 3 for \$3.30





# **FULL**

## **These**

*Prices  
Slashed-*

### **DWARF PEAR TREES**

**Now Only** **\$2.95**  
(Formerly \$3.50) **Postpaid**  
**3 for \$8.45**

Never before has there been such an opportunity...these special Geneva-grown, quick-bearing Dwarf trees are yours at the lowest price in history.

Out on one of the farms I've had one of the most terrific crops in years. The trees are simply gorgeous and there are more of them than I usually grow...that's why I've been able to cut the price to \$2.95 each, postpaid.

These amazing "baby" trees are just about 4' tall. In your garden they'll take up no more room than a lilac bush, but what a thrill when you pick big, fat, luscious pears next year. Yes, that's right...get them started in your garden this Spring and next year you'll actually be picking fruit from your own Dwarf trees right in your own back yard. These faster bearing Geneva-grown Dwarfs are grown from special buds that are grafted on another special root stock. Even in the smallest garden you can now enjoy your own fruit trees without ever crowding out roses, perennials, or any other flowers.

**BARTLETT PEARS...** So juicy you'll eat them with a straw. These gorgeous big yellow pears have more juice, more flavor, more vitamins...more of everything than any other pear on the market. A favorite with home owners and fruit growers for years. Plant a couple of these this Spring and you'll soon have fruit from these miraculous baby trees. When word of the enormous golden yellow pears gets around the neighborhood, you'll have to guard your trees with a shotgun.

Only 8' tall when fully grown, these trees do not one, but TWO jobs for you and do them well. They're beautiful landscape plants no matter where you use them in the garden AND the fruit is always like the pears you see in Blue Ribbon exhibits at the County Fair.

Each Geneva-grown Dwarf pear tree is absolutely guaranteed to add a magic touch to your garden. Ideal no matter where or how planted because each tree is a thing of beauty throughout the entire season.

*Dwarf Bartlett Pears, Special price*

3½'-4½' trees postpaid. \$2.95 ea.; 3 for \$8.45

**DUCHESS d'ANGOULEME...** A fancy name, but it certainly deserves it. Bears enormous fruit, so big that your neighbors will rub their eyes in astonishment when they see these pears. The flesh is smooth, tender and absolutely oozing with sweet delicious juice. Honestly, you'll eat these pears with a spoon.

3½'-4½' trees \$2.95 ea. postpaid; 3 for \$8.45

**CLAPP'S FAVORITE...** This is a beautiful yellow mid-season Bartlett. A top favorite for eating...a top favorite for picking, but ripens 2 or 3 weeks earlier than the regular Bartlett pear. Bright yellow fruit even bigger than the illustration above.

3½'-4½' trees \$2.95 ea. postpaid; 3 for \$8.45

# SIZE FRUIT From Amazing DWARF Trees!

*Easy To Pick . . . Easy to Take Care Of!  
Gorgeous and striking no matter how used.*

Customers have written me from all over the country to compliment me on the marvelous Dwarf fruit trees I ship out. They're grown under the most exacting conditions, watched over and cared for by experts. These Geneva-grown Dwarf fruit trees are world famous for bearing quicker crops . . . because the fruit is crammed with more flavor, more juice, more vitamins and more natural sugar! Only 8' tall even when fully grown, these gorgeous Dwarf trees can be used in hundreds of ways in any garden.



## DWARF APPLE TREES

**RED McINTOSH**...Crisp, tender white flesh... oozing with sweet clean juice like nectar...you just can't beat a McIntosh for an eating apple. It's just so much better than any other apple that there's no comparison. No other variety even begins to equal it. Bears tremendous crops of big, luscious bright red fruit in late September. Every apple simply bursting with vitality and so juicy that we have thought of sending out bibs with every tree. Crisp . . . oh, brother! When you sink your teeth in one of these, you'll know you're having a treat. Plant several so you'll be sure to have plenty.  
3½'-4½' trees \$3.95 ea. postpaid; 3 for \$11.25

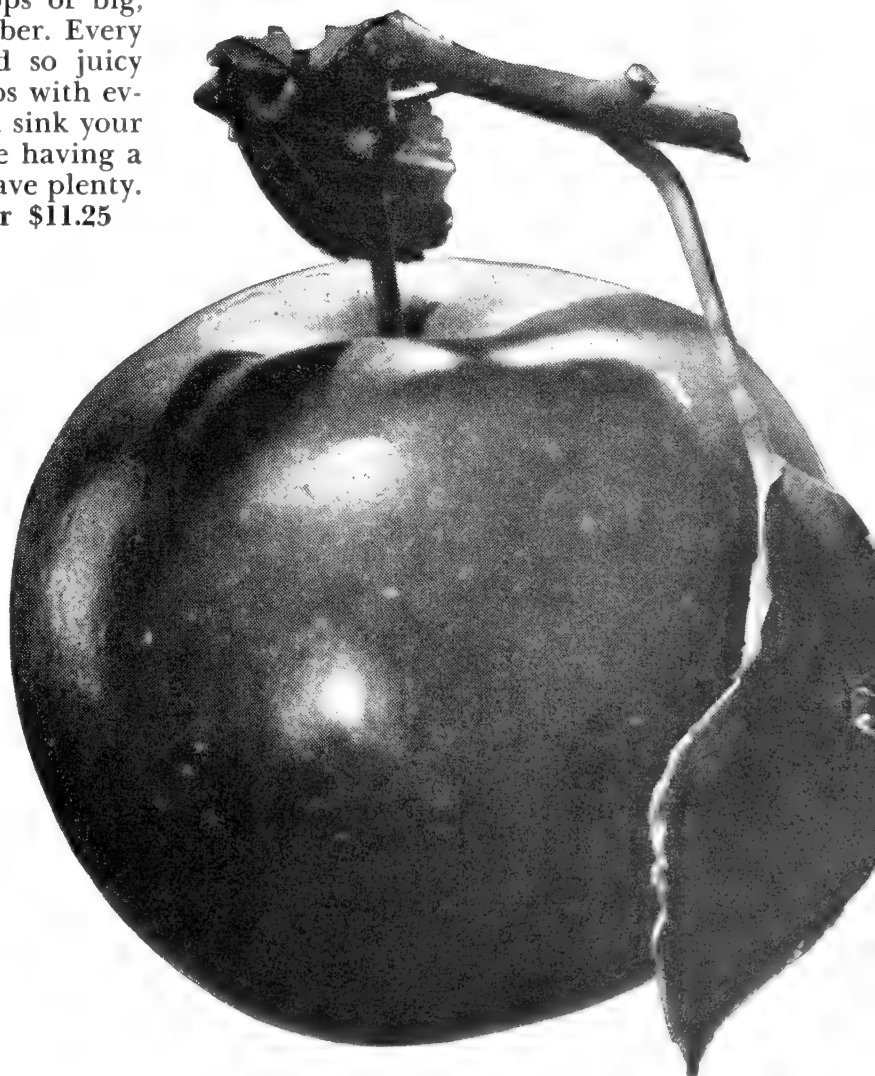
**RED DELICIOUS**...Here's the firm, solid, fine-textured apple you usually find in stores. Red and cone shaped it has 5 knobs on one end. Marvelous keeping quality, ripens late.  
3½'-4½' trees \$3.95 ea. postpaid;  
3 for \$11.25

**CORTLAND**...Very much like the Red McIntosh only the flesh is a little firmer. Wonderful for eating and also a marvelous cooking apple.  
3½'-4½' trees \$3.95 ea. postpaid;  
3 for \$11.25

**BALDWIN**...Ripens late and can be stored practically all Winter. The Baldwin is a dark shiny red and is very firm and solid. Ripens long after the other varieties, but has them all beaten when it comes to baked apples, pies, jellies, jams, etc.  
3½'-4½' trees \$3.95 ea. postpaid;  
3 for \$11.25

DWARF APPLE TREES

Only **\$3.95** ea. Postpaid  
3 for \$11.25



**GENEVA, NEW YORK**



## CHERRIES

**SCHMIDT'S BIGARREAU...** You probably call this **BLACK OXHEART**. Huge, luscious maroon-black cherries simply bursting with juice and flavor. Sweet as honey, only much more fun to eat...especially when you pick them off your own trees. Largest and finest of sweet, eatin' cherries.

**MONTMORENCY...** The leading Pie-Cherry...makes the kind of pies that win prizes...the kind that make you come back for a third helping! Bright red color and good size. You can't beat this for pies, jellies, etc.

**BLACK TARTARIAN...** Earliest bearing of the black sweet cherries. So sweet and luscious, you can hardly tell this from Schmidt's Bigarreau, the favorite eating cherry. Trees heavy with purplish-black fruit in early July.

4-6' trees \$2.45 ea.; 3 of same variety \$6.95

## PLUMS

**STANLEY PRUNE...** Sweet, dark blue plums overflowing with delicious juice. Comes into bearing very young, and you can depend on a good annual crop. This is the best plum for backyard orchards!

**REINE CLAUDE...** Yum-Yum! This pale yellow plum is just about perfect for eating and canning! Sweet, juicy, golden yellow flesh. Best yellow plum of all.

*Both above varieties available in 2 Sizes:*

Selected **GIANTS** 6-8' \$3.00 ea.; 3 for \$8.55

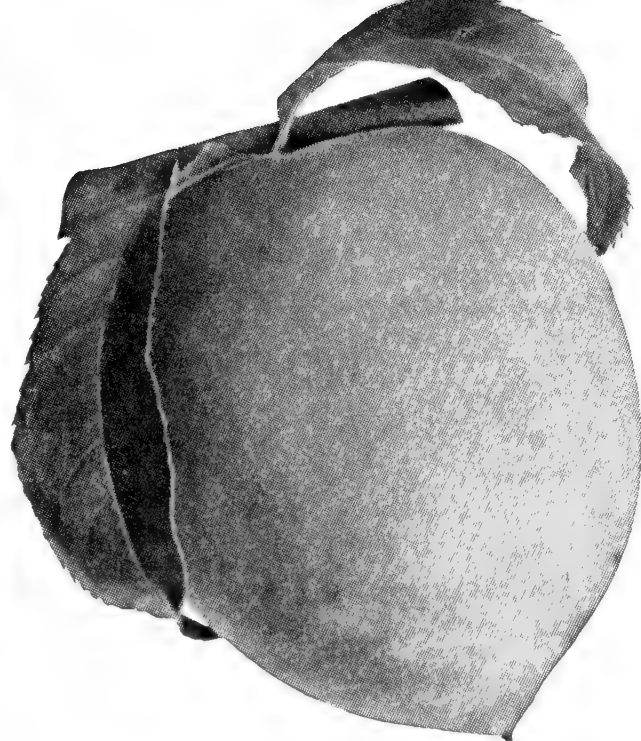
Standard Size 5-6' \$1.85 ea.; 3 for \$5.30

## APRICOTS

**EARLY GOLDEN...** Trees heavy with attractive fruit in July. Fruit oblong...orange-yellow spotted with red. Very hardy and reliable.

Selected **GIANTS** 6-7' \$3.00 ea.

Standard Trees 4-5' \$2.25 ea.



## PEACHES

**Improved ELBERTA...** Here's the finest eating and canning peach in the world! You'd still prefer this variety even if you personally tasted each one of the many others. Late in the season, every branch hangs heavy with great big golden peaches. And their sweet, golden flesh drips juice like honey. Trees rather small even at maturity, they're practically like a dwarf tree for landscape planting. Covered with blossoms in the Spring.

Selected **GIANTS** 6-7' \$2.45 ea.; 3 for \$6.95

Standard Size 4-5' \$1.35 ea.; 3 for \$3.85

## ALL FRUIT TREES ON THESE

5 -

5 Kinds



5 varieties are Baldwin, Jonathan, Red Delicious, Yellow Delicious, Red McIntosh

Selected **GIANT** Tree 3 yr. 5-7'  
\$3.50 ea.; 3 for \$9.95



# Standard Fruit for **HOME GARDEN** and **ORCHARD**

## PEARS

**BARTLETT**... So juicy you'll eat them with a straw! Sturdy trees bear very heavy crops of enormous bright yellow fruit in Fall. These are the delicious sweet pears you buy in the stores. Excellent for eating fresh, canning and cooking. Very easy to grow.

**SECKEL**... You surely know this sweet, delectable little pear. It's fairly small; reddish-brown in color, and sweet as a nut! A very popular variety for eating... and the top-favorite pear for pickling.

**SELECTED GIANTS, 6-7', \$3.00 ea.**

**Standard Trees, 5-6', \$1.85 ea.**

## APPLES

**RED McINTOSH**... Tender! Juicy! Sweet! Fragrant!... There just aren't words enough to describe these marvelous apples. Red McIntosh has been the favorite eating apple for years and years.

**RED DELICIOUS**... Bright red, cone-shaped apple with 5 knobs. This is the firm, solid, fine-textured apple you find in stores.

**DELICIOUS YELLOW**... Best of all the yellow apples... Gosh, they're really good, too! Golden yellow fruit with creamy yellow flesh and a tangy, crisp flavor.

**BALDWIN**... Dark, shiny red. Very firm and solid. Excellent late variety for cooking or canning. Not a table variety.

**EARLY McINTOSH**... The best *early* variety for eating and cooking. Big, juicy red apples hang on the trees ready for you to pick them in August. Firm, white flesh.

**NORTHERN SPY**... Attractively striped red and yellow. An old favorite because it keeps well, and is excellent for eating, cooking, pies, canning, etc.

**SELECTED GIANTS 6-8', \$2.75 ea.;  
3 of same variety \$7.85**

## NECTARINES

**SURECROP**... If you want something unusual and also delicious, try one of these! Fruit ripens in September... the size of large peaches. White in color with markings of bright red. Very vigorous and productive. Surecrop is an outstanding variety.

**Standard Trees 4-5' \$2.25 ea.**

## QUINCES

**ORANGE QUINCE**... You can't beat this for making delicious jams, jellies or marmalade. Trees loaded with bright golden yellow fruit in Fall; silvery pink blossoms in Spring. Very dwarf in character... may be grown as a small tree or even as a bush.

**3-4' trees... \$2.50 ea.; 3 for \$7.15**

**PAGES SENT EXPRESS COLLECT**

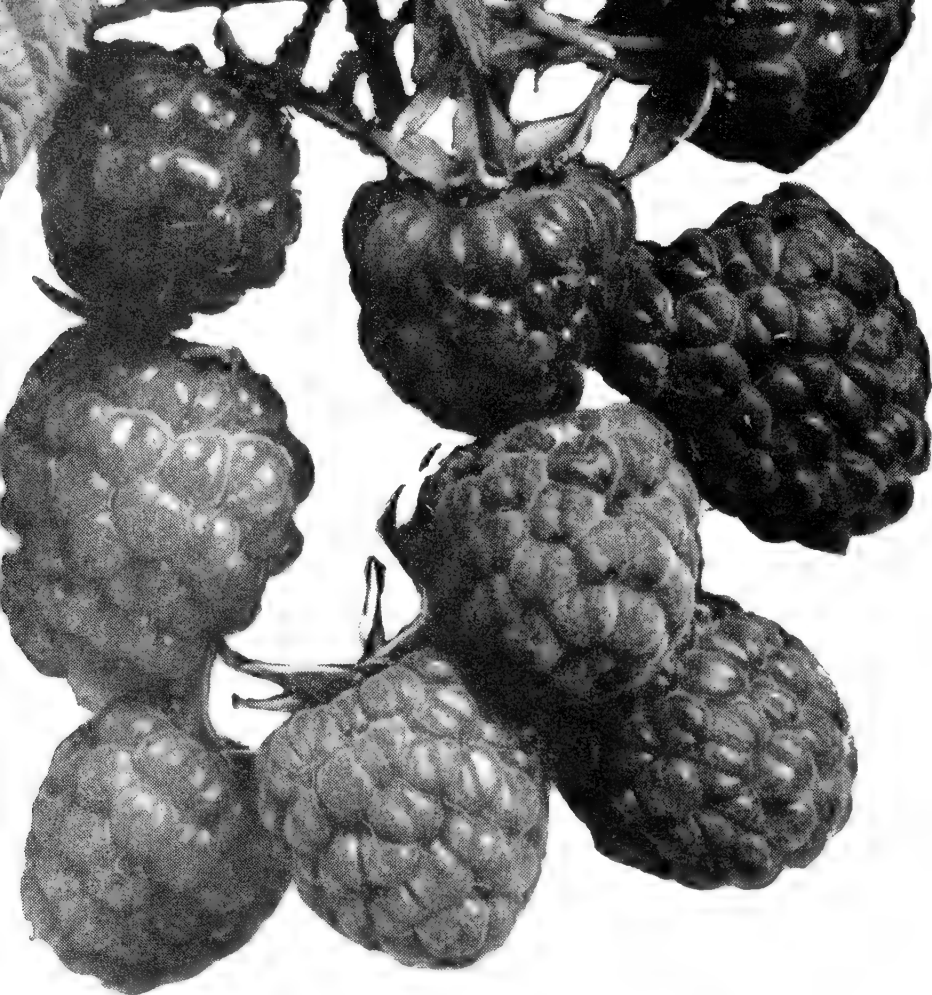
# IN - ONE APPLE

## *of Apples on One Tree*

*Your friends will rub their eyes in amazement when they see 5 entirely different kinds of apples... all growing happily together on this one single tree!*

Plant these if your space is limited; if you want to have a bountiful assortment of fruits and want to grow something unique and unusual. Gorgeous when various colored blossoms appear.

**Standard Size Trees, 2 yr. 4-5'  
\$2.75 ea.; 3 for \$7.85**



# FAVORITE

## Indian Summer Raspberries

*These are the big, fat, juicy raspberries that fall right off the bushes into your hand and then melt in your mouth. Indian Summer is the TWO-CROP ever-bearing variety...gives you a heavy crop in July and then bears continuously again from September until frost.*

For this Spring I've some Specially Selected Giant plants...they're miles ahead of any others! Transplanted time and time again so they have developed an enormous wirey root system to give you quick results. Get yours ordered now so you can pick your first crop in June.

For desserts, shortcakes, jams and sauces, you absolutely can't beat Indian Summer raspberry. Plant 3' apart in rows about 6' apart.

*(See Prices On Left)*



INDIAN SUMMER RASPBERRIES HONESTLY CAN'T BE BEAT! Folks who have planted my specially selected Giant Indian Summer Raspberries tell me they just can't believe their own eyes. These plants come up so fast, and bear such beautiful crops even in a limited space, that once you've grown them in your garden, you'll never again be without them!

### Indian Summer or Cumberland Black Raspberries

Selected Giant Plants 10 for \$3.20; 25 for \$7.60;  
50 for \$14.95; Sent to you postpaid.

**CUMBERLAND** *The favorite black raspberry* (This one's so good I've taken all the others out of the catalog). Immense berries often an inch across. Glossy black fruit; bears tremendous crops; so large, so sweet, it's THE favorite among those who prefer the black raspberry. Gosh, if you've never grown these in your garden, try some this year and you'll really have a mouth-watering treat.

*(See prices on left)*

## Blueberries Leading Giant Hybrid Varieties

**RUBEL** A leading variety; starts very early in July and continues into August. Clusters of large sweet juicy berries. Very hardy.

**STANLEY** The best mid-season variety and of the very finest quality according to the experiment station here. Very large sweet fruit; extremely productive.

Grow big, fat, delicious blueberries right in your own garden. These plants are highly ornamental, too. They make a beautiful broad plant 4'-5', and they're just as pretty as they can be all season long. Blueberries prefer an acid soil if you want them to grow well. Full planting instructions with every order.

Selected giant 3 year 18"-24" plants \$2.00 ea.; 3 for \$5.70;  
6 for \$11.40 postpaid.



**Geneva Gardens** GENEVA, NEW YORK

# BERRIES AND NUTS

## Chinese Chestnuts

*Delicious sweet Chestnuts from amazing blight resistant trees of special imported Chinese stock. A unique combination of a beautiful ornamental tree plus the sweetest, tastiest nuts you ever ate.*

You'll be amazed (and delighted too) with these gorgeous Chestnut trees that give your home shade, beauty and fruit all at the same time. They're unusual as shade trees because they have exceptionally long, dark, glossy foliage. Year in and year out the trees become more beautiful.

### YOUR OWN CHESTNUTS IN TWO YEARS

Then in just a couple of years, they'll start bearing the first crop of nuts. You'll be as impatient as a kid at a birthday party when you first see those big, fat green burrs. You'll watch them every day until the burrs open and the ripe nuts fall to the ground. Then you'll really experience an entirely new garden thrill when you taste fresh roasted chestnuts off your own chestnut trees.

### NEW BLIGHT RESISTANT TREES

For years and years the native American Chestnut was one of the favorite trees and, of course, the chestnuts themselves were a favorite delicacy. Ever since the blight wiped out all these trees, the U. S. Department of Agriculture has been constantly testing new varieties in the hope of finding one that would thrive in this country.

What a thrill it is to be able to tell you that at last you can have your own blight resistant Chestnut tree right in your own back yard. As a shade tree...as an ornamental...as a means of increasing your property value...as a new gardening thrill for anyone...these amazing Chestnut trees honestly can't be beat.

For best results, plant at least two so they can cross-pollinate each other.

2'-3' trees \$2.50 ea.; 3 for \$7.15



*Chestnut Tree  
and a crop  
of fresh nuts.*



## English Walnuts

Geneva-grown from 50 year old parent trees right in this vicinity. You'll have regular annual crops of fine flavored English Walnuts for a lifetime. Makes a gorgeous big shade tree.

3'-4' trees, \$2.50 ea.; 3 for \$7.15

**All Nut Trees Shipped Express Collect**





The famous Double Pink Flowering Cherry trees in Washington, D.C.

## *These Breath-taking* **FLOWERING TREES** *Beautify your property . . . add to its value!*

**CHERRY, Double PINK**...Every branch seems bursting with large, double pink blossoms. Early in spring, you'll absolutely gasp with amazement at this magnificent sight. Husky 4-5 foot trees, \$4.35 ea.

**CRAB, RED Flowering**...A solid mass of large rosy-red blossoms in Spring. Attains height of 20-25'. Fragrant blooms followed by bright red crab-apples. 4-5', \$2.25 ea.

**CRAB, PINK (Dble Flowering)** This is the famous Bechtel's Crab; the gorgeous flowering tree that's completely covered with fragrant double pink blossoms in early Spring. Beautiful too, in the Fall when it's laden with bright attractive Crab Apples. 15' ultimate height. 3-4' trees \$2.25 ea.

**HAWTHORN, DOUBLE SCARLET**...Brilliant red blooms completely cover every branch in May-June. Striking red berries in Fall. 15-20'. This is one of the choicest of all ornamental trees! 4-5'...\$6.00 ea.

**PEACH, DBLE RED Flowering**...Reaches an ultimate height of 12-15'. Every branch like an artist's dream when it's covered with beautiful double red blossoms in spring. 3-4' trees, \$1.75 ea.

**PURPLE LEAF PLUM, Newport**...This is a gorgeous small specimen tree. Foliage a deep bronzy-copper all season. Stunning no matter where planted. 4-5', \$2.50 ea.

{ All the flowering trees on this page are too large to ship Parcel Post. I'll have to send them to you by Express collect. }



**DOGWOOD, WHITE Flowering**...Completely covered with enormous pure white blooms in early Spring. Every branch like a swarm of graceful white butterflies. The best known and most popular of all flowering trees. Not hardy in cold regions. 3-4' trees, \$2.95 ea.

**DOGWOOD, PINK Flowering**...Same beautiful tree as above, but has rich dark pink flowers. These guaranteed pink dogwoods are *grafted* trees. That's why 2 to 3' plants cost \$5.00 ea.



**MAGNOLIA, Soulangeana**...

**NOW ONLY \$4.95**  
(Formerly \$5.95)

Huge pink and white blooms completely cover the tree in early spring, before leaves appear. Very showy! 18-24" trees.

# These 8 hedges do things for you!

## HEDGE PLANTS

SENT TO YOU PREPAID

**MULTIFLORA ROSE...**The amazing **LIVING FENCE** that grows so quickly you just won't believe it's real. Makes a dense, solid hedge that no animal or person could possibly get through (see complete description pages 12-13). Plant 12-18" apart.

**RED LEAF BARBERRY...**Beautiful coppery-red foliage all season long. Ideal where you want a fairly low hedge that will give you protection against people walking across the lawn. Grows to a height of 4'.

12-18" plants...\$5.45 per 10;  
\$12.00 per 25; \$44.00 per 100

**FLORIBUNDA ROSE...**For a gorgeous informal hedge that constantly shows masses of roses all season, plant some of the floribunda roses described on pages 8 and 9.

**HARDY AMUR PRIVET...**This is like ordinary privet, **BUT** it's absolutely hardy! You don't have to worry about it being killed back even in coldest climates.

12-18" plants...\$2.25 for 10; \$4.95 for 25;  
\$16.50 for 100

**CALIFORNIA PRIVET...**I can certainly testify to the beauty of this. I cut a 5 ft. hedge of this over 300 feet long once a week for years. That's a lot of hard work



...Believe me, it was also a beautiful hedge or I wouldn't have cut it so regularly!

Trim to desired height 12-18" plants  
\$1.80 for 10; \$3.85 for 25; \$13.20 for 100

**GREEN-LEAF BARBERRY...**You can't beat this for general hedging purposes. May be trimmed or untrimmed according to your taste. Makes a hedge from 2-4', depending on how you trim it.

12-18" plants...\$5.45 for 10; \$12.25 for 25;  
\$44.00 per 100

**WHITE SPIREA...**The popular early white spirea makes a beautiful flowering hedge. Left untrimmed, it will arch over to the ground in white sprays like a miniature waterfall; trimmed in a formal shape, it still blooms very freely in early spring. Ideal for a tall hedge. Grows 4-6' tall.

12-18" plants...\$3.95 for 10; \$9.40 for 25;  
\$35.00 for 100

**RED HONEYSUCKLE...**Here's the one for really **TALL** hedges! Grows to an ultimate height of 8 or 10 feet, but planted close together it will make an ideal informal hedge. Dense and fast growing.

12-18" plants...\$3.95 for 10; \$9.40 for 25;  
\$35.00 for 100

## FLOWERING VINES

SENT TO YOU  
POSTPAID

**SILVER LACE VINE...**Fastest growing vine. Grows 15-20' the first year. Thousands of tiny white flowers August to Fall. \$1.10 ea.

**SWEET AUTUMN CLEMATIS...**Creamy white star-like blooms an inch across in September. Fragrant. Grows quickly. \$1.40 ea.

**PURPLE CLEMATIS...**Huge single blooms 5-6' across intermittently from July to Sept. Very deep, velvety purple. \$1.90 ea.

**TRUMPET VINE...**Trumpet-shaped blooms of striking orange-red in July and August. Blooms often 5-6 inches long. \$1.10 ea.

**PURPLE WISTERIA...**Amazing long chain-like blooms of lovely shade of purple. Blooms heavily before leaves appear in late Spring. Top-quality grafted plants \$1.65 ea.

**EVERBLOOMING HONEYSUCKLE...**Covered with hundreds of scarlet and gold blossoms from June to October. Very fragrant and showy. \$1.40 ea.

**SCARLET TRUMPET HONEYSUCKLE...**Very unusual blooms of brightest scarlet shaped just like a miniature trumpet. Bloom starts in June; lasts all summer. \$1.10 ea.

**BOSTON IVY...**Nothing better for a quick cover on brick or stone walls. Tight, close growth clings to stone, making a solid mass of constant green foliage. Excellent for quick effect. \$1.10 ea.

**ENGLISH IVY...**Deep glossy green all year round. The ideal permanent vine for covering stone or brick walls. Grows rapidly; very tough. Selected pot plants \$1.00 ea.



*Customers write me,*

# "THE MOST BEAUTIFUL ROSE EVER GROWN!" *Peace* →

*"WONDERFUL!...SUPERB!...Too beautiful to be true! The most beautiful thing on earth! The best rose I've seen in 58 years!"*

Four and a half pages go on like that about Peace Rose in the American Rose Society's Proof of the Pudding. That's the place where experts from all over the country send their comments about new roses. Never before has a new rose made such a clean sweep wherever it was grown.

## **ABSOLUTELY FOOL PROOF**

And the most amazing thing is that you don't have to be an expert to have blooms just as big and just as beautiful as that one shown in color on the opposite page. Just get some of my famous Geneva-Grown plants this Spring and, believe it or not, you'll have roses just exactly like the picture by the end of June. Not one, mind you, but dozens and dozens of these gorgeous ever changing golden roses 6" and more across.

Just as fast as one bloom fades, new rich golden buds with their lovely scarlet edges spring up to take its place.

## **ALWAYS IN BLOOM—GORGEOUS COLORING**

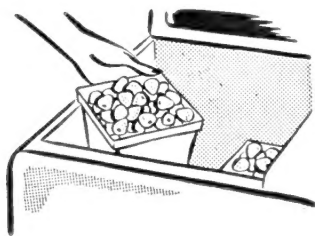
The lush rich plant is one that you can count on for flowers at any time from Spring until frost. It's practically hopeless to try to describe the amazing changes of color that take place between the dark gold bud and the pale delicate color of the mature rose as it finishes. Even the experts argue for hours about this because Peace varies in its delicate shades so much that no one has yet been able to describe it adequately.

If you can have just one new plant for your garden this Spring, there's no question what it should be. Plant Peace roses and you're in for the greatest thrill in gardening.

Postpaid \$2.25 ea.; 3 for \$6.45; 6 for \$12.90

# *Red Rich* (Pat. #993)

# THE AMAZING **NEW BERRY** →



*"The best new everblooming strawberry since 1914", According to Minnesota Nursery Inspector.*

Yes, sir, that's exactly what George W. Nelson, Minnesota Nursery Inspector for many years, said about this new strawberry. It's the biggest, reddest, sweetest strawberry you could ever hope to see and, on top of everything else, it really IS everbearing! Red Rich out-produces and out-yields all the other strawberries by a mile.

## **EXTRA LARGE—EXTRA SWEET**

Red Rich is firm and sweet right clean through...retains its deep red color right through the entire berry. Has a very small core and the berry ripens evenly. So large that it hardly seems real...even a few plants in your garden will give you twice the crop that you could expect from the best strawberry you ever heard of before.

## **PERFECT STRAWBERRY FOR FREEZING, PIES & JELLIES**

Another marvelous quality is the way you can freeze Red Rich. It remains firm and deep red all the time and doesn't mush up when it's thawed. On top of that, it's so honey-sweet that it doesn't even require sugar. Whether you eat these fresh from the garden or thawed after they have been frozen, you'll agree that Red Rich is the largest, sweetest, prettiest strawberry you've ever seen. Hurry and order yours while the supply lasts. An item as good as this is bound to sell like hot cakes. Guaranteed plants sent postpaid in time for Spring planting.

25 for \$5.00    50 for \$8.50    100 for \$15.00    250 for \$32.50



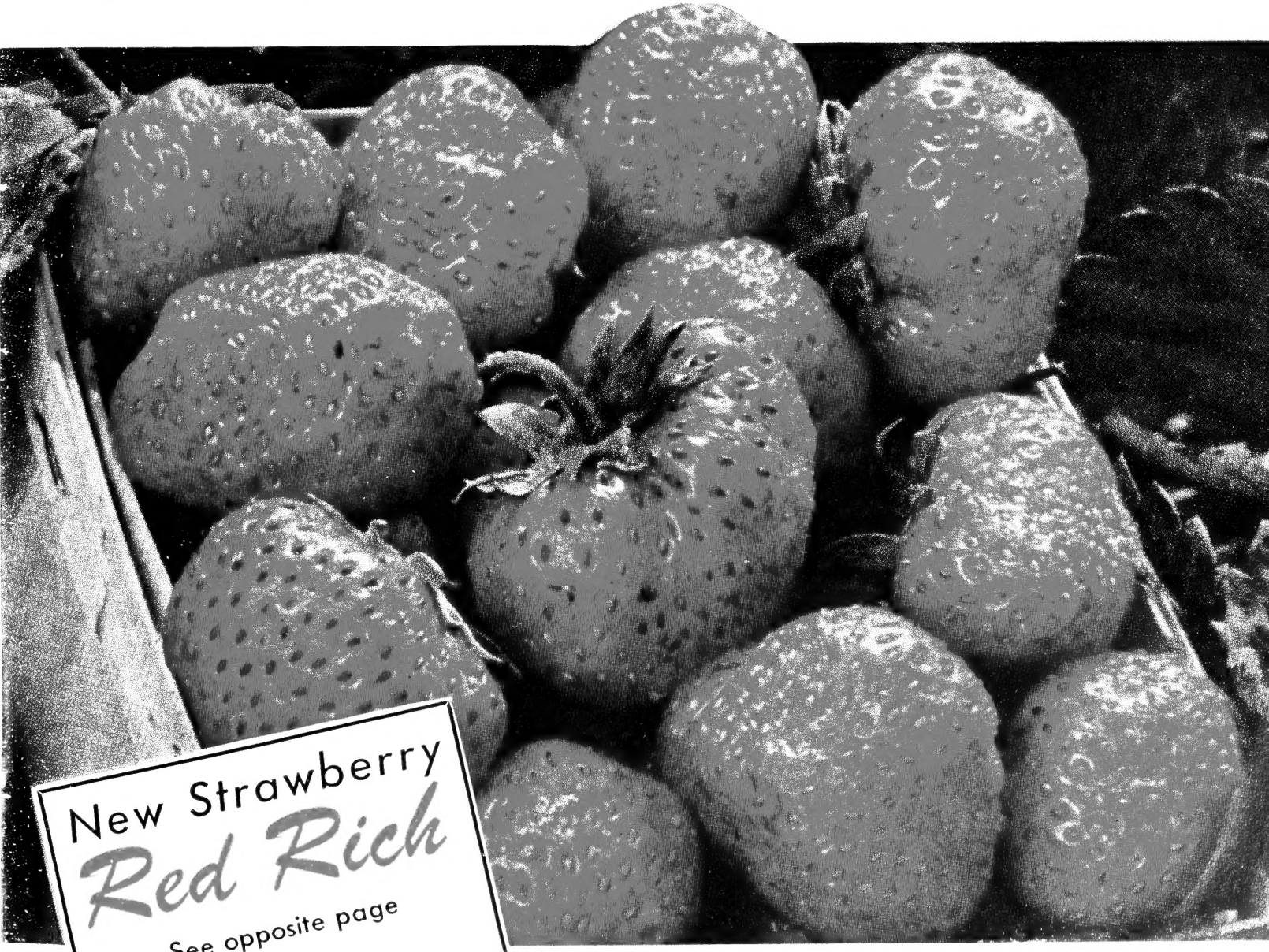


\$2.25 each  
3 for \$6.45

*Peace*

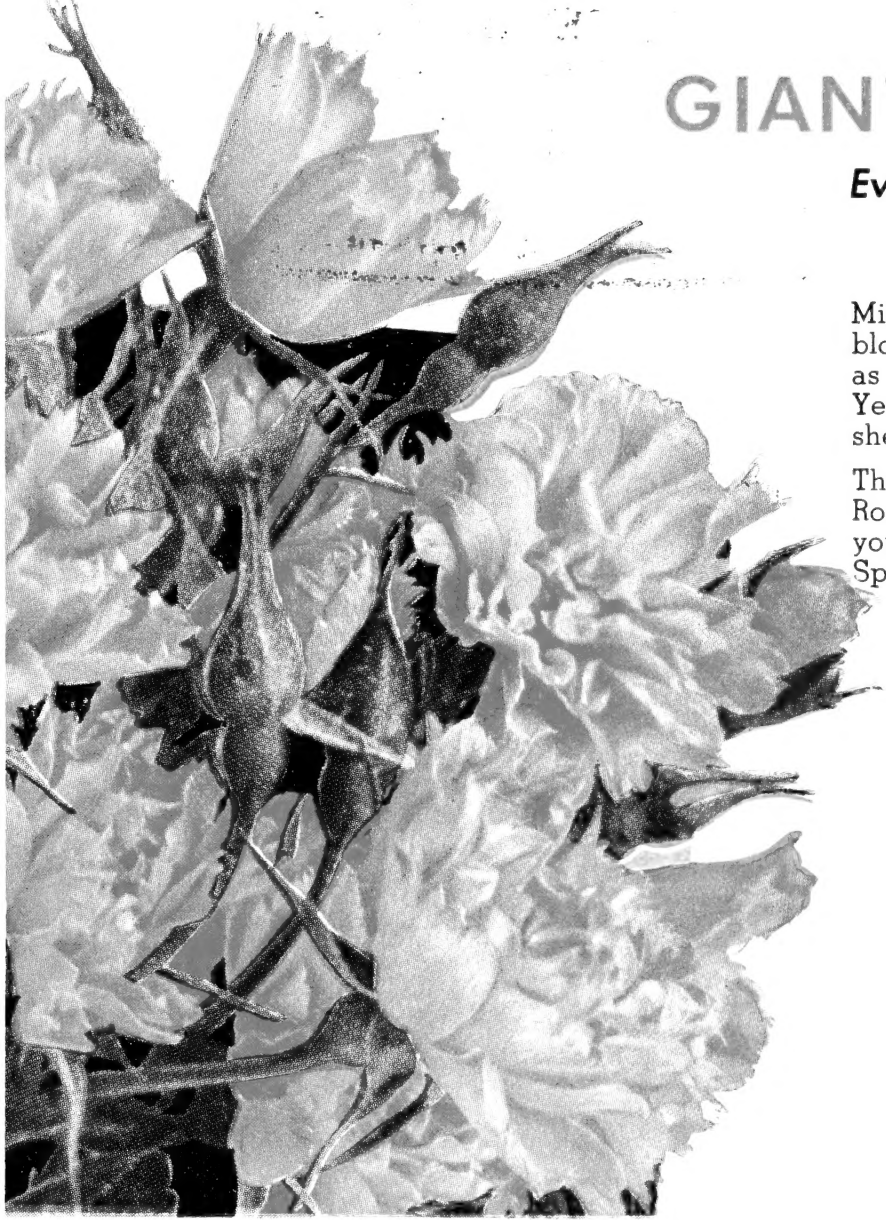
Pat. 591

The Most Beautiful Rose Ever Grown. See page 4



New Strawberry  
*Red Rich*  
See opposite page





# GIANT Shrub Roses

*Everblooming Pink Grootendorst*

**Only \$1.25**

Millions 'n millions of lovely clear Shell-Pink blooms like these! GIANT plants are just about as high as your head, and they're covered . . . Yes, completely covered . . . with masses of shell pink from June right thru till frost!

There's a great selection of these GIANT Shrub Roses on Page 11. Turn to page 11 now and order your Everblooming Giant Shrub Roses for Spring Plantin'!

*Beautify and Protect Your  
Property With*

**MULTIFLORA ROSE**

## **LIVING FENCES**

**So Dense No Person or Animal Can Get Through!**



*Close-up of the  
blooms you'll  
get on  
Living Fences*

For more  
Living Fence  
information see  
pages 12-13



My Living Fence plants are absolutely the most practical, the toughest, and the easiest growers you can find anywhere in the world! A row of these Multiflora Roses planted 12 to 18 inches apart will beautify and protect your property in just about no time at all! They make a solid, dense tangle that absolutely nothing short of a caterpillar tractor can get through.

*15 to 18-inch Guaranteed Select Plants sent to you Postpaid.*

**10 plants \$2.75; 25 for \$5.25; 50 for \$9.85; 100 for \$19.65; 500 or more, \$17.75 per 100**



ED SCOFIELD'S

# **Geneva Gardens**

**CARTER ROAD  
GENEVA, N. Y.**